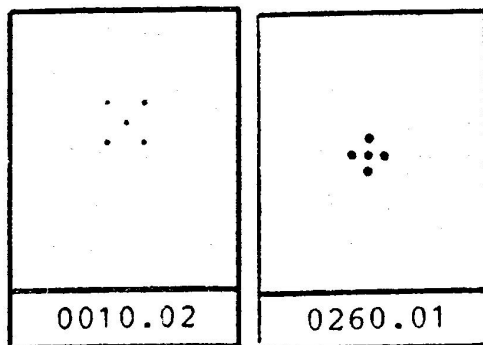


BOVIS LTD and W H GOLLINGS & ASSOCIATES LTD

DERRICK MUGGLETON has sent me a photocopy of an article from the October 1983 edition of *'Stamps & Foreign Stamps'*. (Derrick thinks the organ is no longer published and there was no mention of copyright in the issue.) The article was about **"Unusual advertising postcards tell a tale of WWII shortages"** by Robert Boyer.

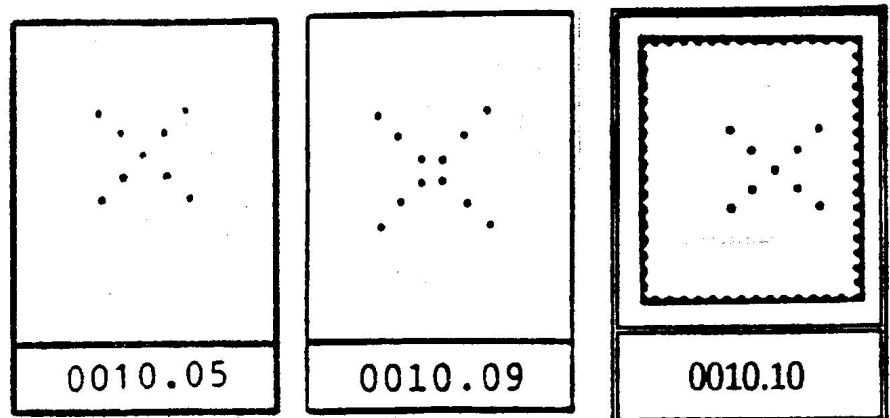
Illustrated were two advertising picture postcards, the picture side showing the name of W. H. Gollings and Associates Limited: the address sides, dated 22 AUG 1946 and 10 SEPT 1946, have KGV1½d and 1d stamps (presumably light colours) with perfin X0010.02M. Derrick had thought it was Des.0260.01 of Bovis Ltd.



However, there is a link between the two. Bovis Ltd are in Tomkins at Des 0260.01 (used 1935-1939) as plain *Bovis Ltd*; X0010.02M (used 1945-1957) as *Bovis Ltd, Building Contractors, London W11 and NW2, later as Bovis Holdings Ltd, 1 Stanhope Gate W1. Associated with*

W H Gollings & Associates Ltd, Advertising Agents, and Good Advertising Ltd.

Still in Tomkins, X0010.05 (used c1957) is identified as *W H Gollings & Associates, 1 Stanhope Gate, W1* and also a second identity *Good Advertising Ltd, 82 South Audley St, W1*. X0010.09 (used c1945) is identified as *W H Gollings & Associates Ltd, 21 Hereford St, W1* [this is the address which is on the Aug 1946 Advertising Postcard], and X0010.10 (used c1945) identified with *W H Gollings and Partners, and Good Advertising Ltd.*

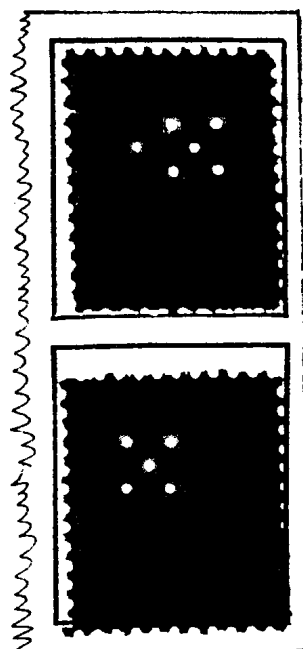


When the information was shown to Roy Gault he sent me a copy of an entry from a Sloper post-war ledger showing some link with advertising. Note, after 'Bovis' the 'Ltd' has been crossed out and 'Holdings Ltd' added. At the bottom, after 'Remarks', is "Associated - Good Advertising Co." The perfin shown is X0010.02M.

NAME <u>Bovis Ltd Holdings Ltd</u>	
ADDRESS <u>Stanhope Gate,</u>	
W.I.	
DELIVERY	Post Paid
RECEIPTS	DEDUCT
COMMISSION	WITH ORDER ^{AC}
CHEQUES	WITH ORDER

CHARGES	ORIGINAL	REVISED
POSTAGE S	107-00	£1 7s
do. R	107-00	£1 7s
PRINT S		
do. R		
INS. S & R		

DEMANDER. Associated - Good Advertising Co



I am at a loss as to the connection between Bovis and an Advertising Company. Can anyone shed any light on this link? The following is the relevant entry in the 1956 Stock Exchange Year Book for BOVIS HOLDINGS LIMITED.

"Registered 11 July 1928 as Bovis (1928) Ltd; name changed June 1931 to Bovis Ld; name changed (to present title) 31 Mar 1949. Company is now mainly a holding company. Formed to acquire undertaking of Bovis Ld. (regd. 1908 as C. W. Bovis & Co. Ld.). Owns works at Cricklewood, NW2. Also owns (inter alia) all shares of Bovis Ld., (regd. 1949) and Gilbert-Ash S.A. (Pty.) Ld., Gilbert-Ash Structures Ld. (formerly Preload (great Britain) Ld.), Yeomans & Partners Ld., Compactom Ld. (manufacturers of "Compactom" clothing cabinets), Audley Properties Ld., and Construction Units Ld. "

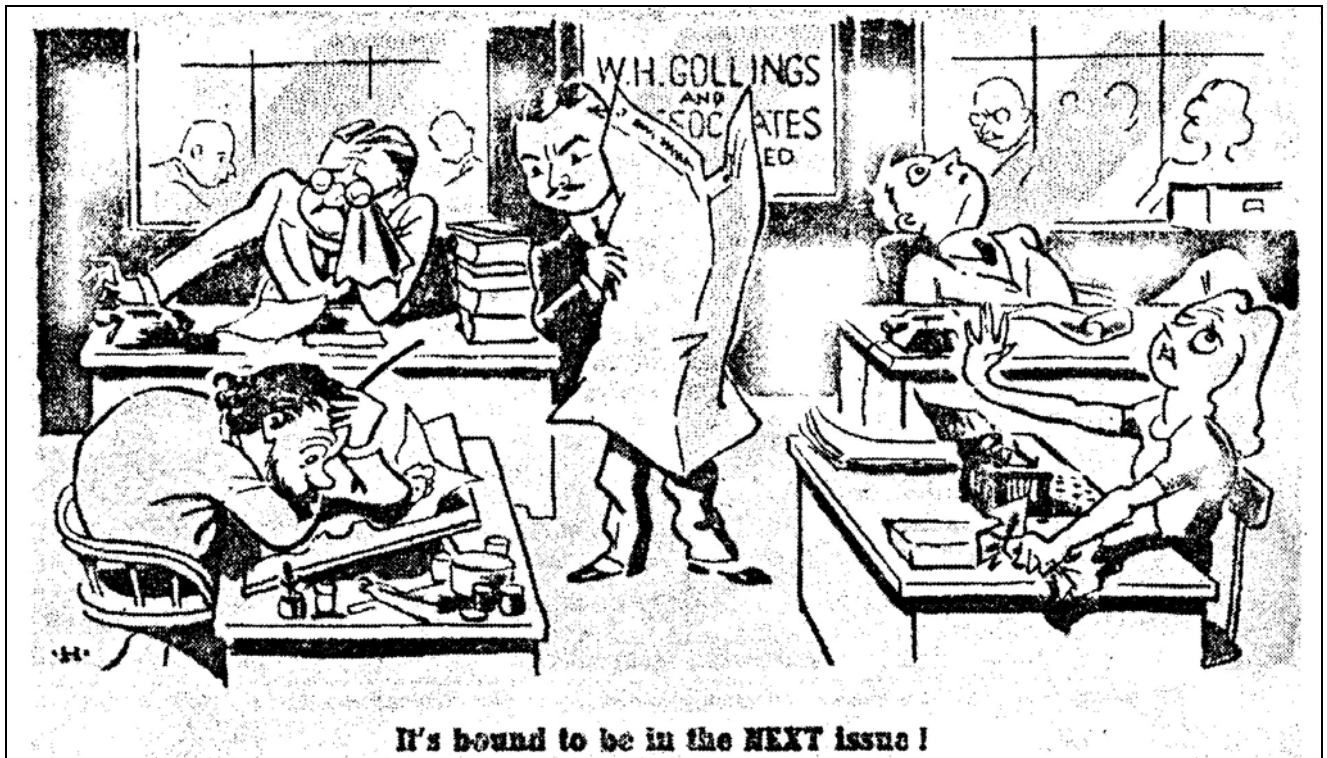
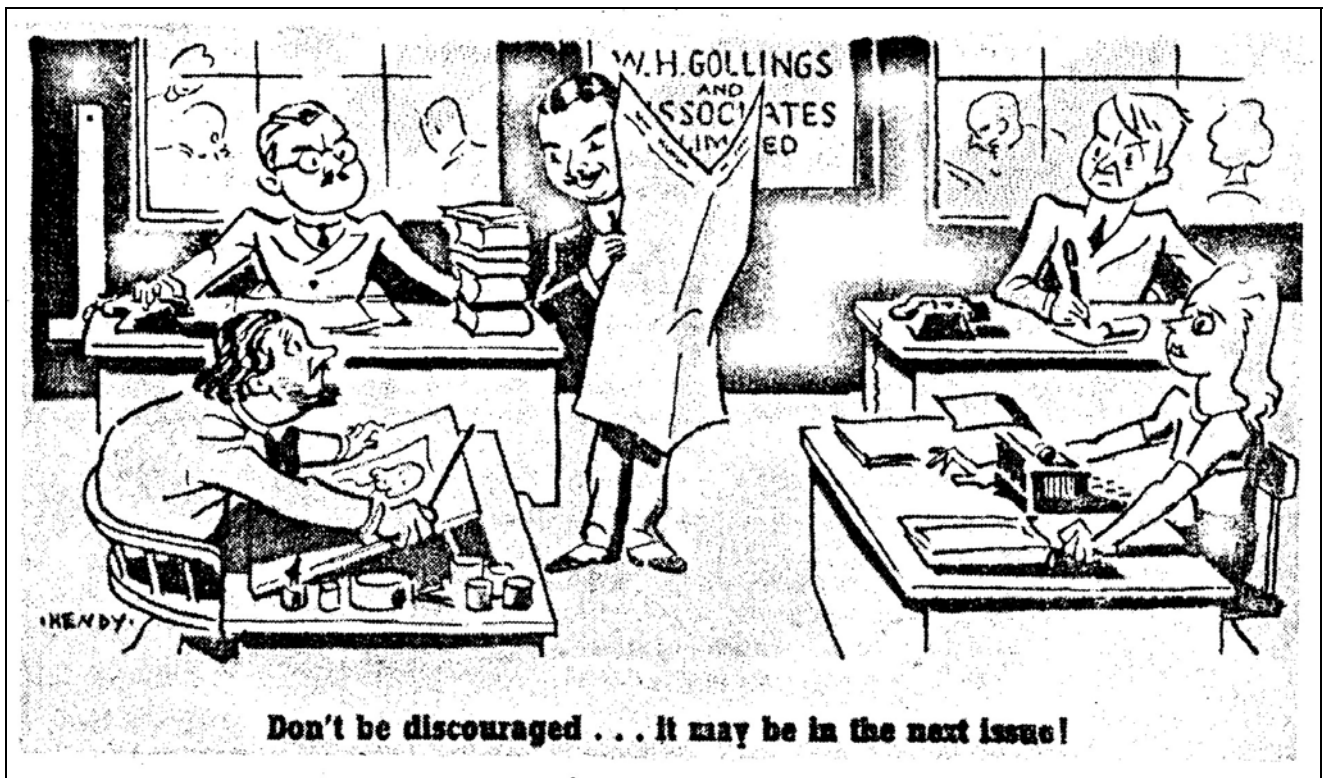
Derrick thought the contents of these two cards would also raise a smile and the following notes are taken from the article by Robert Boyer.

During the Second World War many things were in short supply and paper was high on the list. This state of affairs continued for some years after the end of the War.

Today, advertisement managers are crying out for advertisers. Not so in the 1940,s. There was a fixed legal proportion of advertisements to editorial matters, adverts were usually limited to the locale of the advertiser and space was at a premium: no "full-page" or "half-page" options.

Rather than *ordering* advertising space, you *begged* for it and the two postcards in the story illustrated this. The pictures are almost identical showing the offices of W H Gollings & Associates Ltd, Advertising Agents, with typists, artists and writers at their desks. The August caption being *"Don't be discouraged it may be in the next issue "* with the typed message on the reverse, to The Radio Times, *"We hope there may still be some chance of an August insertion"*. The office workers in this picture are looking somewhat downcast.

The September card shows the workers in attitudes of despair, the caption reads *"It's bound to be in the NEXT issue"* and the message on the



reverse of this card is "We hope very much to hear from you that you will be able to give us increased frequency of insertions".

The September card also bears a slogan postmark for the "**Britain Can Make It**" Exhibition, - sure we could, but what use was that if we couldn't advertise and sell it?

